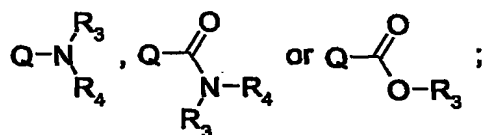


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What is claimed is:

1. A composition comprising from 92 to 97 % by weight pigment and from 3 to 8 % by weight binder, in each case based on the composition, wherein the binder is a mixture comprising

- 5 – from 5 to 60 % by weight, based on the binder, of modified cellulose wherein, on average, per glucose unit, from 0.5 to 1.4 hydroxyl hydrogen atoms are replaced by R_1 , from 0.25 to 0.6 hydroxyl hydrogen atoms are replaced by R_2 , or from 0.5 to 1.4 hydroxyl hydrogen atoms are replaced by R_1 and from 0 to 0.6 hydroxyl hydrogen atoms are replaced by R_2 ; and
- 10 – from 40 to 95 % by weight, based on the binder, of a compound of formula



wherein Q is a hydrocarbon radical containing from 8 to 24 carbon atoms, unsubstituted or mono- to tri-substituted by hydroxy or OR_1 ,

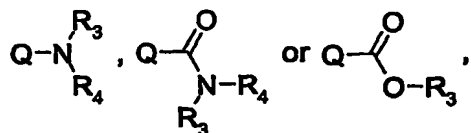
each R_1 , independently of any other R_1 , is C_1 - C_4 alkyl or C_1 - C_4 alkylcarbonyl,

- 15 each R_2 , independently of any other R_2 , is an organic group different from R_1 and containing from 2 to 10 carbon, from 0 to 4 oxygen and from 0 to 2 nitrogen atoms,
- and R_3 and R_4 are each independently of the other hydrogen, R_1 , R_2 , C_5 - C_8 alkyl, C_5 - C_8 alkylcarbonyl, C_5 - C_8 alkenyl, C_5 - C_8 alkenylcarbonyl, C_5 - C_8 cycloalkyl, C_5 - C_8 cycloalkylcarbonyl, C_5 - C_8 cycloalkenyl, C_5 - C_8 cycloalkenylcarbonyl, phenyl,
- 20 benzoyl, tolyl, methylbenzoyl, benzyl, phenylacetyl, phenethyl or styryl.

2. A composition according to claim 1, wherein R_1 is methyl or ethyl, R_2 is benzyl, C_1 - C_4 alkylene-COOR₃, C_2 - C_3 alkylene-NR₃R₄ or $[C_2$ - C_3 alkylene-O]₁₋₄-R₃, R_3 and/or R_4 are hydrogen or R_2 , and Q has at least 12 carbon atoms.

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3. A composition according to either claim 1 or claim 2, wherein the binder comprises from 0 to 20 % by weight of an organic or inorganic acid or a non-ionic compound.
4. A composition according to claim 3, wherein the organic acid has from 1 to 8 carbon atoms and is unsubstituted or substituted by hydroxy.
5. A composition according to claim 1, 2, 3 or 4, wherein the pigment is from the 1-aminoanthraquinone, anthanthrone, anthrapyrimidine, azo, azomethine, quinacridone, quinacridonequinone, quinophthalone, dioxazine, diketopyrrolopyrrole, flavanthrone, indanthrone, isoindoline, isoindolinone, isoviolanthrone, perinone, perylene, phthalocyanine, pyranthrone or thioindigo series, preferably a quinacridone, dioxazine, perylene, diketopyrrolopyrrole or disazo condensation pigment.
6. A method of pigmenting a polyolefin (including polystyrenes and vinyl polymers) or a polyolefin copolymer, wherein from 0.01 to 230 % by weight, preferably from 0.05 to 5 % by weight, based on the polyolefin or polyolefin copolymer, of a composition according to claim 1, 2, 3, 4 or 5 is incorporated in a polyolefin or polyolefin copolymer.
7. A method of preparing a composition according to claim 1, 2, 3, 4 or 5, wherein an aqueous medium, a pigment, and a binder comprising
- from 5 to 60 % by weight, based on the binder, of modified cellulose wherein, on average, per glucose unit, from 0.5 to 1.4 hydroxyl hydrogen atoms are replaced by R_1 , from 0.25 to 0.6 hydroxyl hydrogen atoms are replaced by R_2 , or from 0.5 to 1.4 hydroxyl hydrogen atoms are replaced by R_1 and from 0 to 0.6 hydroxyl hydrogen atoms are replaced by R_2 ; and
 - from 40 to 95 % by weight, based on the binder, of a compound of formula



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– and, optionally, from 0 to 20 % by weight of further substances;

wherein Q is a hydrocarbon radical containing from 8 to 24 carbon atoms, unsubstituted or mono- to tri-substituted by hydroxy or OR₁,

each R₁, independently of any other R₁, is C₁-C₄alkyl or C₁-C₄alkylcarbonyl,

5 each R₂, independently of any other R₂, is an organic group different from R₁ and containing from 2 to 10 carbon, from 0 to 4 oxygen and from 0 to 2 nitrogen atoms,

and R₃ and R₄ are each independently of the other hydrogen, R₁, R₂, C₅-C₈alkyl, C₅-C₈alkylcarbonyl, C₅-C₈alkenyl, C₅-C₈alkenylcarbonyl, C₅-C₈cycloalkyl, C₅-C₈cycloalkylcarbonyl, C₅-C₈cycloalkenyl, C₅-C₈cycloalkenylcarbonyl, phenyl,

10 benzoyl, tolyl, methylbenzoyl, benzyl, phenylacetyl, phenethyl or styryl,

and wherein the weight ratio of pigment to binder is from 92 : 8 to 97 : 3 and the weight ratio of pigment to aqueous medium is from 1 : 1.5 to 1 : 100, preferably from 1 : 2.5 to 1 : 10,

are successively or simultaneously added to an apparatus which is so operated
15 that there results an aqueous dispersion having a pH value of from 4 to 7, preferably from 4.5 to 6.5, especially from 5 to 6, and the aqueous medium is subsequently removed.

8. A method according to claim 7, wherein the pigment is added to the apparatus in the form of a moist pigment cake.

20 9. A method according to either claim 7 or claim 8, wherein the aqueous medium is removed by spray-drying.

10. The use of a composition according to claim 1, 2, 3, 4 or 5 as a colorant for organic materials of natural or synthetic origin having a molecular weight in the range from 10³ to 10⁸ g/mol.